

SAP® Sales Cloud

E-Book

Optimizing The **Sales Experience**

Drive Sales with SAP Commissions

THE BEST RUN

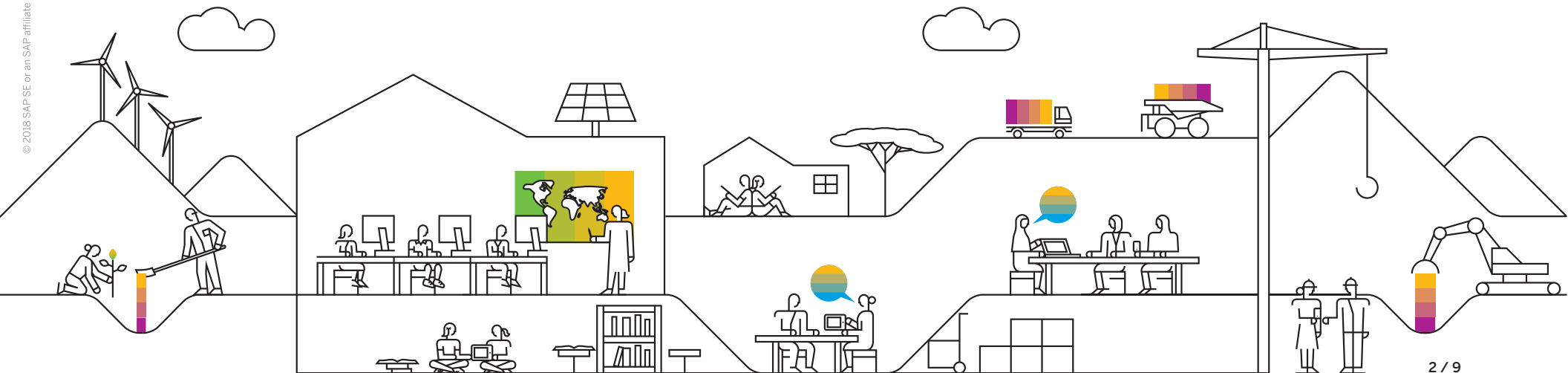




Maximizing sales productivity and incentivizing positive sales behaviors is a crucial piece of sales execution, but traditional methods of commission policy management are manual, expensive, error prone, and lack the required transparency demanded by modern sellers. With market pressure growing, organizations need to eliminate front office and back office complexity to improve their selling experience, shape positive sales behaviors, and gain a 360-degree view of each customer.

SAP Commissions is designed to automate, centralize, and optimize incentive compensation management. Flexible enough to provide agility in fast-moving market situations, Commissions reduces errors, aligns sales to corporate goals, and helps maximize the effectiveness of your compensation plans.

Customers around the world have saved millions of dollars by reducing errors, minimizing lost productivity, and improving sales behaviors. SAP Commissions enables businesses to deliver transparent incentives across the organization and empowers business users to shape sales behaviors for maximum effectiveness without reliance on IT. Commissions delivers complete transparency and control over past, present, and future compensation payments, providing detailed, end-to-end insights through powerful dashboards, prepackaged reports, and robust modeling.





Shape Sales Behavior

Empower your sales teams and sales managers with unprecedented visibility into payouts and performance. Sales Representatives (Reps) and managers can leverage specialized, role-based dashboards to:

- Accept compensation plans
- Raise compensation disputes

- See detailed compensation statements and performance metrics
- Forecast income anytime, anywhere on any device
- Estimate commissions for future sales

SAP Commissions provides real-time attainment, key performance metrics, and leaderboard statistics that increase

visibility, providing sales with a transparent, competitive environment to encourage outcomes and shape sales behavior. Sales managers can use real-time visibility into team performance to drive results while increasing the effectiveness of healthy competition via stack-rankings that provide individual attainment against the team, while detailing a deeper sense of overall sales performance.





Designed to Enable the Business User

Commissions is designed to increase the effectiveness of the business user, delivering centralized management, ease of use, and speed to market. Business users can easily configure the user interface (UI), generate reports, and model changes in compensation plans without any dependence on IT or outside consultants. The responsive HTML5 UI simplifies compensation administration work with click-by-click guidance for everyday tasks and preconfigured templates to expedite delivery. Users can easily model, design, build, distribute, and manage compensation plans of varying complexity and size. A rich rules library, preconfigured plan logic, and prepackaged workflows rapidly increase agility, speed to market, and provide a foundation for success.

Key Features



Intuitive,
role-based user
interface



Robust analytics,
performance indicators,
and dashboards across
devices



Streamlined
compensation plan
administration,
management, and
distribution



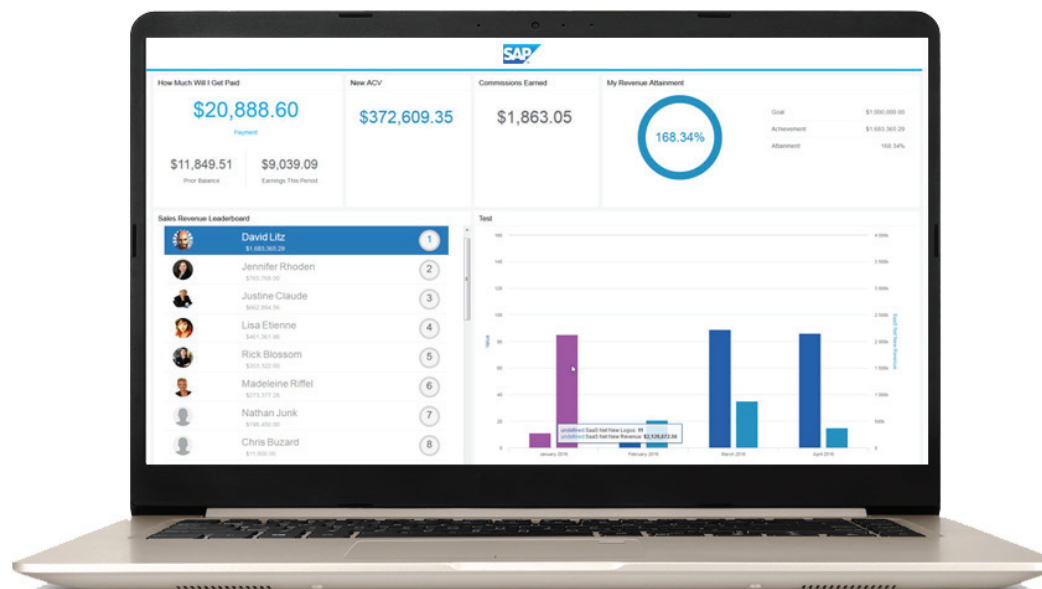
Out-of-the-box
access to AI
recommendations
without the need
for additional
implementation or
data scientists



Preconfigured
integrations and
API extension



1-Click,
full-transparency
dispute resolution





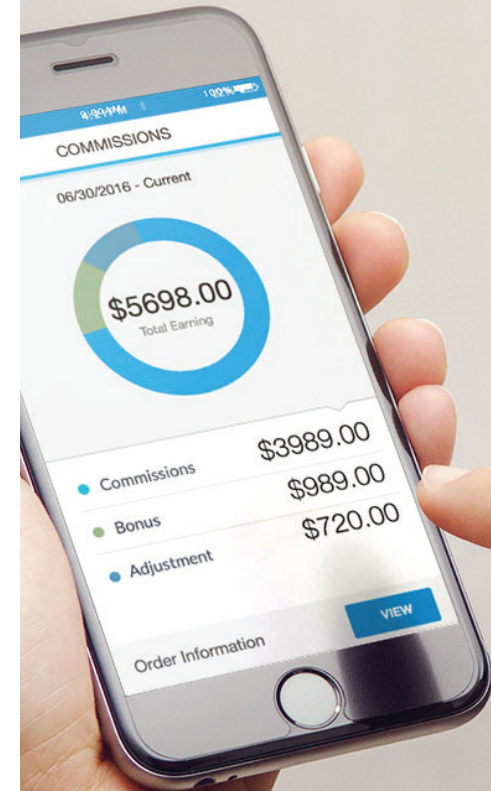
Plan Administration Simplified

Once a compensation plan has been modeled, reviewed, and is ready for adoption, workflows are streamlined through Plan Communicator, enabling seamless plan distribution and acceptance tracking from one unified system. Administrators can mass distribute role-based plans to the entire sales force while utilizing real-time tracking to clearly see how many reps have accepted the plan and how many acceptances are pending. Leveraging automatic reminders, businesses can continue to drive awareness for plan approval, helping reps navigate approval requirements and reinforcing policies to keep the company compliant.



Transparent, 1-Click Dispute Resolution that Builds Trust

Compensation disputes are one of the largest timesinks for compensation plan administrators and one of the greatest hindrances to sales success, potentially destroying performance, motivation, and trust. SAP Commissions can dramatically reduce incentive compensation errors and disputes, but when a potential issue does arise, Commissions provides an end-to-end view of the process with full auditability. Compensation admins can view, research, and settle disputes quickly with one-click traceability, and pervasive effective dating ensures that mid-year or mid-plan changes are recorded correctly. Simply by clicking on a payout, administrators can interactively trace all the transactions feeding into a sale with granular clarity on a single screen, seamlessly providing end-to-end transparency that can be shared with sales to settle disputes in minutes.





Unlimited Crediting to Support Strategic Selling

The most effective sales processes support the selling cycle from several stages; incentive compensation for any given sale may be surprisingly complex. SAP Commissions provides industry-leading functionality to accurately process complex splits, hierarchies, SPIFFS, accelerators, and other plan configurations to credit any number of direct or indirect payees across internal and external teams. Plans may process credits to sales and non-sales departments like product management or marketing and support channel partners effortlessly. Using the robust built-in crediting engine, businesses can credit over complex roles, relationships, and numerous functions through intuitive drag-and-drop configurations. Serving as the system of record for sales hierarchy structure, Commissions enables connected management of new hires, terminations, and mass changes without requiring coding or dependency on IT staff.

Always Available Without User Lockout

Sales reps can access their attainment, dashboards, and portal anytime, across devices even when payout calculations are running. Unlike many solutions on the market, SAP Commissions uses parallel processing so sales and other admin users can work within the system without disruption, downtime, or unavailability. Our customers with multiple business units can leverage this unparalleled functionality to run multiple calculations simultaneously and cite parallel processing as a critical functionality often overlooked during product evaluation that can be shared with sales to settle disputes in minutes.

Detailed Reporting for Continuous Improvement

SAP Commissions provides a wide array of role-based reporting options for each set of stakeholders within the business. Standard licenses include out-of-the-box reports and report writing, but businesses can greatly enhance standard reporting with visualization, detailed analytics, and AI without added complexity or implementation. Admins can leverage a comprehensive library of pre-packaged reports, available over the web and on mobile devices, which can easily be customized with drag-and-drop actions to deliver a diverse range of information.

With these reports:

- Sales reps can understand payouts and adjust selling goals
- Sales managers can promote healthy competition and optimize performance
- Finance can track amortization, accruals, total spend, and much more



Optimize and Align Compensation Spend

Compensation plan modeling is often time consuming and overlooked by businesses due to resource constraints; SAP Commissions streamlines modeling for an intuitive, step-based process to maximize returns in three steps: run model, view results, and promote to production. Modeling provides plan optimization insights and accurate budget estimates for finance to ensure incentive plans work within the correct financial scope. Users can model multiple compensation plans with differing criteria and compare them side by side to identify the best plan to push into production. Because everything is built within one process, admins save significant time, avoid cumbersome “lift and shift” processes, and can model, forecast, and analyze multiple what-if scenarios with zero dependence on IT.

Complete Auditability, Traceability, and Security

With pervasive effective dating, there is 100% audit trail visibility and traceability for SOX compliance. Any change within the system is captured with audit logs that record critical change data including who made what change and when. Previous states are tracked by time and by user, empowering administrators to easily trace any payout amount back to the originating sales transaction with 1-click traceability. With the changing regulatory landscape, this process provides much-needed visibility and flexibility for compliance with the latest revenue recognition standards.

SAP Commissions provides several layers of security including robust business unit security, role-based security, and organizational reporting security. Designed to protect information confidentiality, integrity, and availability, the “defense in-depth” approach is multilayered, with protections across all points in the data flow.

End-to-End Integration

SAP Commissions integrates natively with leading SAP solutions and to all major CRM, ERP, and HR systems such as Salesforce, Oracle, Microsoft, NetSuite, Workday, and many more. Our integration strategy connects at both at the data level and the process level to power real-time insights with the flexibility to execute business processes automation across your environment. SAP Commissions has a deep Salesforce.com integration that embeds critical sales functionality within Salesforce, motivating reps with commissions statements and potential earnings.





High Performance, Massively Scalable

Rated a leader in the Gartner Magic Quadrant for Sales Performance Management, SAP Commissions is a multi-lingual, multi-currency solution that provides unbeatable scalability, reliability, and performance. SAP Commissions supports global enterprise deployments across multiple business units for streamlined end-to-end management and a holistic view of performance and structure. Businesses can effectively run payout calculations in minutes and pay incentives on any schedule including monthly, weekly, or even daily.

Specialized Domain Expertise

SAP Commissions pioneered the category of incentive compensation management and has consistently driven value with innovation for nearly two decades. SAP Commissions brings deep domain knowledge, industry best practices, and unmatched expertise to the table. Our tenured professional services team guides customers through the implementation phase, streamlining business processes and identifying areas for improvement to maximum ROI.

Rapid Return on Investment

Deliver faster time to value and superior ROI with rich out-of-the-box capabilities, preconfigured templates, guided user interfaces, and a vibrant community of engaged users for continuous learning, knowledge sharing, and best practices. A library of rules and reports, pre-configured plan logic, and prepackaged workflows helps customers implement and adopt quickly. SAP Commissions increases agility and empowers businesses to go to market with new products, incentive plans, and channels faster while reducing overpayments, compensation disputes, and minimizing risk.



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